

CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Cultural Advisory Council Meeting

**Held Pursuant to Due Notice
Thursday, October 21, 2010**

**California Exposition & State Fair
Administration Building Board Room
1600 Exposition Blvd.
Sacramento, California**

Council Members Present

Rory Kaufman, Chair
Shaunda Davis
Herbert Earl, Jr.
Walter Edwards
Mona Foster
Matthew Franklin
Richard Novoa
Julie Radke
Natalie Raz
Jose Reynoso
Reggie Sears
Greg Shaw

Council Members Absent

Jerry Chong
Lynda Dotson
Rosemary Jones
Stephanie Nguyen
David Rasul
Rachel Rios

Board Members & Staff Present

Norb Bartosik, General Manager/CEO (GM)
Brian May, Deputy General Manager (DGM)
Amy Coleman-Casias, Assistant General Manager, Special Projects (AGM)
Joan Evans, Interim Marketing Manager (IMM)
Robert Craft, Chief of Police
Greg Kinder, Exhibits Supervisor
Paul Gillingham, Entertainment Coordinator

*May not include all others present in the room or arriving late.

1. CALL TO ORDER

The meeting was called to order by Chair Kaufman at 4:37 p.m.

2. ROLL CALL AND COUNCIL MEMBERS ABSENT

Roll call was taken and Council Members Chong, Dotson, Jones, Nguyen, Rasul and Rios were not present.

Council Members Chong, Jones and Dotson had asked to be excused and the Committee approved their absence.

3. INTRODUCTION OF STAFF & GUESTS

Introduction of Staff and Guests were made around the room.

Council Member Raz arrived at 4:47 p.m.

4. MINUTES OF MEETING

- a. Approval of Council Meeting Minutes from September 30, 2010

Council Member Franklin arrived at 4:52 p.m.

Council Member Foster asked that the minutes be mailed in advance of the meeting. DGM May apologized saying that Tina Novoa's absence delayed the preparation of the minutes.

Motion:

It was moved by Council Member Edwards and seconded by Council Member Earl to approve the Council Meeting Minutes from September 30, 2010 as mailed. **All in favor, motion carried.**

Chair Kaufman asked for a moment of silence for Senator Jenny Oropeza who passed away on Wednesday.

Council Member Davis arrived at 5:09 p.m.

5. CONSENT CALENDAR

6. CORRESPONDENCE

7. UNFINISHED BUSINESS

8. NEW BUSINESS

a. 2011 California State Fair Update

In the interest of time, the Staff Report was postponed until the December meeting.

b. Review Proposed 2011 Cal Expo Budget

AGM Casias distributed and reviewed the draft 2011 Proposed Budget. Copies for review are on file.

Chair Kaufman expressed concerns with the proposed cuts to the Step Up Program and the Parade, as well as the proposal to reduce the number of banners hanging from the light poles to promote the State Fair.

Council Member Radke asked that the talent contests be included in the budget.

Council Member Franklin asked about the reduction in Poppy Pals Club funding. AGM Casias said the reductions were primarily in the cost of mailing the newsletters. Future newsletters will be done electronically. Council Member Franklin expressed his concern that not all young children have access to the internet.

Council Member Earl asked Chief Craft about the impacts on reductions to the Police Budget. Chief Craft said the reductions would not affect the State Fair.

Council Member Franklin left the meeting at 5:45 p.m.

Council Member Foster said she hopes that the budget cuts don't affect the communities. DGM May responded that the cuts will likely affect all areas of the budget.

Chair Kaufman distributed a Program Proposal for the 2011 State Fair which is attached and made part of the record. Several Council Members suggested that an age range of 14-22 was too broad for the programming suggested in the Proposal.

Staff said it would meet with Chair Kaufman to explore his proposal in more detail and report back to the Council.

c. Other Cal Expo Updates, if any

9. ADDITIONAL STAFF & MEMBER UPDATES

10. MATTERS OF INFORMATION

- a. Public Comments
- b. Member Comments
- c. Staff Comments
- d. Other Comments, if any

The next Council meeting is scheduled on Wednesday, December 8, 2010.

11. ADJOURNMENT

The meeting was adjourned at 6:10 p.m.

**Cultural Advisory Council
Cal Expo-State Fair
Chair-Rory Kaufman**

October 21, 2010

To: Council Members of CAC
Mr. Norbert J. Bartosik, Gen. Mgr. /CEO
Mr. Brain May, Deputy Gen. Mgr.

From: Rory Kaufman, Chair
Cultural Advisory Council
California State Fair

Re: **“Program Proposals” – State Fair 2011 (rough draft).**

As Chair of the Cultural Advisory counsel, I have been tasked with providing the CAC with information on how to maintain cultural diversity in programs and events hosted by the California State Fair. Unfortunately, our state fair budget deficit is an alarming reality that cannot be ignored and I realize that tough decisions must be made. In your consideration of next year's budget cycle, I urge you to maintain our commitment to representing all faces of California, and protect those events and outreach projects that encourage and promote cultural diversity to all communities that patronize our state fair.

I submit the following proposal to further promote our state fair's dedication to diversity and cultural outreach. It is my hope that, by maintaining current projects by improvement and expansion, we can streamline costs to a comfortable level. I welcome the opportunity to work with CAC members and staff to ensure that these great programs stay alive within the state fair master program of activities.

[1] **“Studio 11”.**

A place/location at Cal Expo-State Fair where our teens and youth can socialize, dance, hear their music, show case new and upcoming talent, and a special place where the **“Step Up Team”** can promote and manage an activity for the state fair. This will also allow regional radio stations to participate in various promotional and production opportunities. Location—TBD.

- Sponsor by Private Entities.
- Sponsor by multiple sources including radio stations.
- Live D.J.'s.
- Studio 11 only operates on weekends—3:00p.m to 9:00p.m.
- Security by their peers. TBD.

- Cliental: 14yrs to 22 yrs. Of age.
- Sound System.
- Staff by Step-Up Team Members, Radio Station Personnel, and Cal Expo staff.
- Other....ideas and suggestions welcome.

[2] **“Step Up Program”.**

- Identify a sponsor: popular T.V. show, “So You Think You Can Dance”- Hollywood. Soft Drink Company, Energy Drink Company.

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**Cultural Advisory Council
Cal Expo-State Fair**

- Change the program to “year round”.
- Qualify members pay a yearly membership fee-suggestion \$30.00.
- Uniforms! TBD.
- Create and establish a “Performing Arts”, Education, Leadership Program year round to promote the state fair and California “youth” civic involvement.
- Create and establish the position of Director of the Step Up program-year round. Privately fund the salary.
- Other ideas and suggestions, welcome.

[3] **Cal Expo-State Fair “Parade”.**

- The parade only runs during the weekends.
- Charge participation “fee” for cities, civic organizations, businesses, to ride in parade. Youth groups and Queens are exempt.
- Expand the parade route at the fair for maximum visibility, create excitement, and support of the parade.
- Other ideas and suggestions, welcome.

Thank you for your consideration of these proposals. Again, I look forward to my continued work with you to ensure our commitment to cultural diversity at our great state fair.

Respectfully submitted,

Rory Kaufman
Chair-CAC